

**SYSTEM AND METHOD FOR PASSIVE VIEWING OF MEDIA CONTENT
AND SUPPLEMENTAL INTERACTION CAPABILITIES**

ABSTRACT

A wireless communication device (104) comprising a transceiver (202), a memory portion (206) and a display (208). The transceiver (202) receives (704, 806) a data stream of media content from a remote device (102) on a periodic basis. The memory portion (206) stores (704, 806) the data stream in a content cache (306). The data stream is retrieved from the content cache (306) a portion at a time, and the display (208) displays (706, 808) the portion. The display (208) has a passive mode and an actuated mode. In the passive mode, dynamic media content is continually provided at the display (208) throughout operation. In the actuated mode, detailed content and/or functionality associated with the dynamic media content is provided. The touch screen (210) changes the display from the passive mode to the actuated mode upon activation.